

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Tourism Promotion- Sponsorship of Andhra Pradesh Tourism Map, - Supply of 2500 Nos. of complimentary copies of map, through M/s. Eicher Goodearth Limited, New Delhi –Sanctioned – Orders- Issued.

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**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No.960

Dated: 25- 09- 2008

Read the following:-

- 1 Govt Lr. No.29323/PMU/PRO/2007, YAT&C (PMU) Department. dt. 07-09-2007
- 2 G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 3 G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 4 G.O.Rt. No.2250, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 5 Release Order No.1632/Eicher/C3/2007, dt.21-02.2008.
- 6 Invoice No. EGL/078/760, M/s. Eicher Goodearth Limited(2007-2008).dt. 08.12.2007.

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**ORDER:**

To promote Tourism destinations of Andhra Pradesh State, the Tourism and Culture Department has been releasing advertisements to publish in various Tourism and Business Magazines on regular basis, as a part of promotional initiatives. As a follow up of these initiatives, this Department has released a Sponsorship of Andhra Pradesh Tourism Map, - Supply of 2500 Nos. of complimentary copies of map, through M/s. Eicher Goodearth Limited, which is one of the empanelled Advertising Agency of AP Tourism. After publication of the advertisement, the advertising agency has submitted a bill amounting to Rs.3,00,000/- vide letter 6<sup>th</sup> read above for arranging payment.

2. After careful examination of the matter, the Government hereby accord sanction an amount of Rs.3,00,000/- (Rupees Three Lakhs only) towards service charges of publication of the advertisement in a Sponsorship of Andhra Pradesh Tourism Map, - Supply of 2500 Nos. of complimentary copies of map.

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (12) – Advertisement for Promotion of Tourism, - 260 – Advertisements, sales and publicity Expenses”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. Livewires Advertising Pvt. Ltd, Hyderabad, after deducting I.T. payable to the Income Tax Department

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**D. LAKSHMI PARTHASARATHY  
PRL. SECRETARY TO GOVERNMENT**

To  
M/s. Eicher Goodearth Limited, New Delhi.  
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.  
The Pay & Account Officer, A.P. Secretariat Branch, Hyderabad  
Copy to:  
The YAT& C (PMU- Claims) Department.  
SF/SCs.

//Forwarded :: By Order//

**SECTION OFFICER**